

## Message Text

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ACTION EB-05

INFO OCT-01 ARA-10 ISO-00 DRC-01 RSC-01 /018 W

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R 082100Z NOV 73 ZDK

FM AMEMBASSY LA PAZ

TO USDOC WASHDC

INFO SECSTATE WASHDC 1451

UNCLAS LA PAZ 6742

E.O. 11652: N/A

TAGS: BEXP PGOV PIINT SCUL BL

SUBJ: WORLD TRADERS DATA REPORT (WTDR) ON "DIARIO HOY" AKA  
"EMPRESA EDITORA SIGLO LTDA.".

REFS: USDOC 1659 AND LA PAZ 5466.

1. FOLLOWING SUPERSEDES LA PAZ 5466 AND SATISFIES REPORTING  
REQUIREMENT LEVIED BY USDOC 1659 AUGUST 1973.

2. SEVERAL SOURCES, INCLUDING LOCAL USIS, CONFIRM THAT THE  
FIRM "EMPRESA EDITORA SIGLO LTDA." HAS ACQUIRED ALL ASSETS  
OF WHAT USED TO BE "HOY-DIARIO DE LA MANANA".

3. ADDRESS: CASILLA 3646, AVENIDA 16 DE JULIO, EDIFICIO PETROLERO,  
LA PAZ, BOLIVIA. CABLE: SIGLO, LA PAZ. TELEX: N/A. PHONE:  
56480. OFFICER: JORGE ABUDAY, ADMINISTRATOR.

4. "SIGLO" IS A MEDIUM-SIZED FIRM ESTABLISHED IN JUNE 1973.  
EMPLOYS 75, ALMOST ALL OF WHOM WERE "HOY" EMPLOYEES.

"SIGLO" NOW PUBLISHES THE MORNING TABLOID-SIZED NEWSPAPER "HOY"  
WHICH IS CIRCULATED SEVEN DAYS PER WEEK THROUGHOUT BOLIVIA  
BY SEMI-INDEPENDENT AGENTS AND  
SUB-AGENTS WITH AVERAGE DAILY CIRCULATION OF ABOUT 20,000 COPIES.  
IT BUYS FROM USA, CANADA AND GERMANY. CORRESPONDS IN  
SPANISH.

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5. FINANCIAL REFERENCES: BANCO INDUSTRIAL, BANCO HIPOTECARIO

NACIONAL, BANCO BOLIVIANO AMERICANO, BANCO POPULAR DEL PERU, ALL OF LA PAZ. TRADE REFERENCES: N/A

6. MAJOR FOREIGN FIRMS REPRESENTED: N/A. HOWEVER "HOY"

USES ASSOCIATED PRESS WIRE SERVICE.

7. NEW OWNERSHIP REPORTS PLANS TO MAKE IMPROVEMENTS TO PLANT AND IN SPENDING MONEY ON ADVERTISING. OBSERVERS HAVE ALSO NOTED SIGNIFICANT IMPROVEMENTS IN THE APPEARANCE AND CONTENT OF "HOY" SINCE ITS ACQUISITION BY "SIGLO". "SIGLO'S" OFFICERS EXPECT IN THE NEAR FUTURE TO SOLVE "HOY'S" FORMER ECONOMIC PROBLEMS. TWO LOCAL BANKS REPORT THAT "SIGLO" IS NEW CHECKING ACCOUNT CLIENT AND DOES NOT HAVE CREDIT BACKGROUND YET. ANOTHER BANK REPORTS BAD CREDIT

EXPERIENCE WITH FORMER OWNERS. FIRM ITSELF REPORTS PAID-IN CAPITAL EQUIVALENT TO US\$ 21,000. UNTIL FIRM GETS SETTLED DOWN WE RECOMMEND CAUTION IN CREDIT TRANSACTIONS.

8. DATE OF INFO: 11/73.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 08 NOV 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition Event:**  
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